

ISP Brochure

4-12-88

( This brochure is divided by section - Bold = Major Heading  
18 pt. or so, Underline = Minor heading 14 pt. or so. )

INFORMATION SYSTEMS PROGRAM (ISP)

**THE INFORMATION SYSTEMS PROGRAM (ISP)**

**THE ISP PLANNING SERVICE**

The Information Systems Program from INPUT is a complete IS research and services program designed for the user of computer systems. It is a multi-use planning and forecasting tool for senior executives, MIS managers, analysisys and others. It is designed to provide senior IS management with insight, analysis, and researched views on key issues and technology developments. The program is aimed at larger corporate IS departments and has a focus centered in this general area. (The) basis of the program is INPUT generated research which is accomplished in a methodoical manner. INPUT staff tracks the IS marketplace and interacts with the leaders in this field. Then, through research based on this tracking system we report to client companies in various foremats. Among these are reports, conferences, on-site presentations, and client interaction.

INPUT tracks the Information Services sector which we define as:

- o Software Companies
- o Turn-key Vendors
- o Remote/Network Processors
- o Professional Services Companies



These segments of the computer services business comprise what INPUT believes to be the fastest growing in this market today. The ISP program looks at these areas from the standpoint of the user of services, rather than the seller of services. Many research based services ~~and reports~~ focus only on the user perspective. This INPUT program is unique in that it also views the vendor side of IS which can be very useful to IS departments.

INPUT provides Planning Services for management in many areas of the Information Industry. Our staff of senior level people, most with more than twenty years in the information industry, equip client companies for the future. This is accomplished through shared and custom research that is purchased by the top technology and Fortune 1000 companies, worldwide. The INPUT programs for 1988 include the ISP program, Electronic Data Interchange, Market Analysis and Planning, Company Analysis & Monitoring System, Customer Service Program, Systems Integration, Telecommunications, a Federal Government program, and European Planning Service programs.

For over Fourteen years INPUT has provided executives and managers with vital planning information critical to the success of Information Services related programs. Our research is PRIMARY, meaning, we do it in-house. We do not compile from other sources, rather, we are a source for original research data. Therefore, your company can have the leading edge planning information you require and personalized service not available from on-line research companies.

#### WHAT THE ISP PROGRAM PROVIDES

The ISP program is a compilation of research information geared towards users of ~~information~~ systems. INPUT's extensive experience in vendor and user oriented research programs combine to give the ISP client the best of both components. Through broad research based work INPUT provides first-class information via a methodical plan. First, a series of in-depth interviews are conducted with major players in the IS business. Then, reports are prepared that ~~empasise~~ critical issues of concern to IS executives. Once the reports are prepared, INPUT backs-up the findings with continued client interface. A HotLine for IS questions is available as part of the service, and senior INPUT consultants are accessible to answer standard questions, or supply you with a proposal for custom services if this is required. In addition, we ~~have~~ conferences, an optional at-your-site meeting for your staff, and a



standard for excellence that is proven by our reputation in the Information Services Industry.

The ISP focus is truly an advisory one. The program features information that helps a company, or department, plan for the future through the following mechanisms :

- o Assessing and interpreting the management aspects of key technology trends.
- o Understanding and setting objectives on critical issues.
- o Analysing application development and spending trends.

Through these, and other, mediums INPUT believes a company can get-hold of the trends and act upon them in a manner fitting the companies overall business and information systems plan.

#### The 1988 ISP Program Features

The on-going themes of data management, distributed processing, and the IS changing relationship with the user community are highlighted in the program. This years program also provides a broader access to INPUT's vendor related data which is comprehensive. This access compliments the user program as many issues are cross referenced and delt with from the standpoint of the purchaser of vendor products, the IS department. This is an extreemly important feature of the INPUT service. Having BOTH a USER AND VENDOR perspective you can weigh the trends in a balanced fashion, looking at the other-side of the industry via the research done by INPUT.

#### REPORT TOPICS

##### 1988 Annual Planning Report

7/15 1- INPUT's annual assessment of the driving forces (critical business trends), technological advances, and information systems issues, and objectives that are impacting the plans of IS organizations. This report includes the annual surveys of IS budgets and application development resource allocations. The findings are provided in individual summary and industry sector reports.



## Data Base Management, Current Trends and Challenges

An assessment of the progress being made in applying relational and distributed data base management systems; the organizational and operational issues of moving to another data base management technology; and the state of the data administration process.

## CASE and Application Development Productivity

Research and analysis of the management challenges facing today's application development organization and the opportunity for change through the use of Computer Assisted Systems Engineering (CASE) technology. The state of CASE technology is reported along with the progress being made in its implementation.

## Workstation Strategies

A series of four reports that provide an in-depth assessment of the status of workstation technology within the general business systems environment. Topics include: The progress in integrating the personal computer into the central information network; the issues involved with having a computer as the workstation; the impacts on application design and planning; and the plans and strategies of key workstation vendors.

## DEC and IBM, Strategic Comparisons

Two reports that look in further depth at issues reported in INPUT's 1987 strategic assessment on these two industry leaders. First, an assessment of the challenge of using the VAX as the second, or mid-tier, in a computing environment that has IBM mainframes at the central level and IBM compatible personal computers at the workstation level. Secondly, a comparison of the two companies' LAN strategies.

## Telecommunications, ISDN and Voice/Data Integration

A short management perspective on two critical telecommunications issues: Integrated Services Digital Networks (ISDN) and Voice/Data Integration. Both of these topics have been concerns of IS management for some time. INPUT's assessment puts these issues in current perspective





and provides a basis for assessing and planning progress within a large organization.

All of these reports are included in the ISP Planning Service in addition to all other client services listed in the CLIENT SERVICES section. Also, ISP offers several client conferences for 1988. As a part of the ISP program clients are entitled to send two company representatives to three INPUT conferences designed especially for the Information Services Industry. The detail of these vital IS conferences is listed in Client Services.

#### **WHY YOU SHOULD CONSIDER ISP**

##### The Benefits Are Obvious

The Benefits of any service are measured by ONE common denominator. VALUE. ISP offers exceptional value and here is why:

- o It is <sup>ONE OF FEW</sup> ~~the only~~ IS vendor tracking program available that uses ACTUAL RESEARCH BASED DATA, not compiled material.
- o ISP Research Methodology insures consistent information.
- o The program reduces your internal research effort and cost.
- o ISP is a consulting benchmark for your own research endeavors.
- o The program offers a historical success rate with the top companies around the world.
- o The INPUT staff has been in your place. Most of the staff have been Marketing Directors, Vice Presidents, or even President. They know what a company requires to plan for the future.
- o The service is published in a standard format so you may place it in a company library or research center. You don't need to go on-line to get the information you need quickly.
- o INPUT is a fourteen year firm with reliability and experience. The service will be available to you for an indefinite period.



## **INPUT's CREDENTIALS**

### Why We Can Serve You Better

INPUT's long association with the top technology companies around the world, coupled with our reputation for both work and professional excellence makes INPUT your qualified resource.

Since 1974 INPUT has researched, analyzed, and forecasted the size of the Information Services Industry. The ~~CAMS~~ <sup>ISP</sup> ~~service was our first program~~ and has continually, year-after-year, offered it's users the most advanced company information available. ~~The CAMS Planning Service has been~~ <sup>AND IS</sup> ~~successfully used by the top technology companies.~~ <sup>EXAMPLE IS</sup> The quality of the information is our best credential. If you ask an INPUT client what we do best they are most likely to say " deliver usable, quality research information ". We concur.

Our clients are the best resource for credentials that we have. No wonder INPUT has clients like IBM, Digital Equipment, Blue Cross, Wang, Litton Computer Services , and many others on our ISP client list.

Whatever your planning needs are, INPUT can Deliver. Planning Services, Individual Vertical Reports, Custom Research, Conferences, and expert professional information, are all a part of our matrix of client services. Let us prove our expertise, then, you too can experience planning excellence.

## **GENERAL CLIENT SERVICES**

Client services are a part of all Planning Services. These research and planning resource vehicles are a strategic part of the programs offered by INPUT. Continuous year long support is a benefit offered with your purchase of the Planning Service. Many clients use these services regularly and find that INPUT has become an extension of their own research or planning department. In addition to the following, INPUT offers custom services tailored to the individual client requirement.



#### HOTLINE CLIENT INQUIRY

A staff of industry specific experts are on-call during regular business hours to answer questions that relate to the program area a client has contracted. Questions relating to other areas can be answered at an additional charge. INPUT staff provides timely response to your most urgent ISP oriented questions. These questions may be submitted via telephone, FAX, TELEX, or U.S. Mail. This HOTLINE service can prove to be one of the most valuable resources you will purchase during the year.

#### CURRENT EVENTS SERVICE

The INPUT staff will keep you up-to-date by delivering crucial current events information via telephone or U.S. Mail. As events warrant, INPUT will inform you of major industry changes, or forecasts that change rapidly due to an event. This can be especially critical in the information services industry due to a rapidly changing environment.

#### INPUT INFORMATION CENTERS

Each INPUT corporate office, worldwide, maintains an information center/library of pertinent ~~information~~ <sup>DATA</sup>. These centers are the basis of INPUT research and are used extensively by INPUT staff to compile information. As an ISP client you may access any of these information centers. In addition to industry data of all sorts, the centers house ~~ALL~~ INPUT Planning Service Reports. You may view Planning Service reports other than ~~CAMS~~ <sup>ISP</sup> at these centers as our Guest.

#### ANNUAL PRESENTATION AT-YOUR-SITE

You choose the location! INPUT will send a senior consultant to the location of your choice to present the results of the year for each planning service you contract for. This is an excellent opportunity for ~~your~~ <sup>your</sup> staff to hear trends and research data from a senior research consultant. This is a highlight for many companies and often this visit is tied-in with company marketing or management meetings and/or conferences. The fee for the presenter is included in your planning service contract. Travel expenses are billed separately.

#### CLIENT CONFERENCES



## **Forums for Understanding**

Input conducts several conferences each year that focus on various industry related issues. Primarily, these conferences are in conjunction with Planning Services. As an ISP client you could attend the Joint Client Conference held each fall, and two special ISP seminars held for the ISP user market. The ISP conferences focus on the elements contained in the report series of the Planning Service. For 1988 the conferences will cover these subjects:

### **Seminar Number One**

- o Workstation Strategies
- o Electronic Data Interchange
- o Results of 1988 INPUT IS user survey
- o IS from the vendor's point of view
- o Telecommunications

### **Seminar Number Two**

- o Final Results of INPUT user survey
- o Data Base Management
- o Systems Application Architecture
- o DEC vs. IBM, an update

Other topics will be added as appropriate, or as the market dictates, during the year. All ISP seminars offer interaction with INPUT senior consultants who are available to answer your questions. You will also be given a seminar workbook that is another valuable resource for your planning library.

The joint client conference is an overall view of the Information Services Industry and is open to all Planning Service clients. You may send two representatives from your company without additional charge as a part of the overall contract of service. Additional attendees from the same company can register at a reduced cost. The conference is also open to, and attended by, non clients for a substantial conference fee. A great savings and opportunity for information gathering, included with your service. All in all, INPUT conferences are some of the best in this business. Our clients agree and this is why we offer more conferences each year, with larger attendance each time.

## **SENIOR MANAGEMENT CONSULTATION**

To supplement the INPUT HotLine and other client services, we offer one of the most valuable information services package components in the market today. Access to our





senior people. This can take many forms depending on the individual client's requirements. For basic questions ~~the~~ INPUT ~~senior~~ consultants will reply free of charge. For detailed questions or studies we will supply you with a proposal for custom services. Either way, you will always have a source for your most pressing planning concerns.

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#### **PURCHASE OPTIONS**

The ISP program is very often purchased with other INPUT Planning Service programs-----  
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## IN SUMMARY

The ISP Planning Service from INPUT offers a wide variety of benefits and features. Senior IS executives, IS managers, analysts, and other people who require current information services user data will profit from subscription to the program. At the heart of the program are the INPUT generated specific topical reports which are primary research material, meaning, we do the research internally. Next, we provide the client with verticle market studies that spotlight various industries and techniques. This is accompanied by INPUT senior consultant interaction which is available to an ISP Planning Service client. Our HotLine is always available during regular business hours to answer IS oriented questions and our INPUT conferences provide the client a forum for understanding and discussion.

ISP is a "user-perspectives" program. What does this mean? In short, it is a multi-perspective view of the total IS industry with both user and vendor emphasis. Many user oriented research programs offer a more finite view of the IS market because of the limited tracking and understanding of vendor companies. In contrast, ISP offers a multi-directional view of the market from a perspective that INPUT is infamous for, the vendor information services marketplace. INPUT staff is a very senior group in the IS industry. Several of our senior consultants have over twenty years of experience in IS departments. We do not theorize about IS issues. Rather, we have lived these issues ourselves and are able to grasp the complex forces confronting you in today's IS world, capture the meaning of issues and objectives, and prepare a response that is forward in thought and action. This is the kind of information your organization requires, decisive, tactical, strategic. The kind of data that can steer your company towards the future.

Other services offered by INPUT include Conferences, Seminars, Custom Consulting, Vertical Market Reports, and other Planning Services, including:

- o Market Analysis and Planning Service (MAPS)
- o Customer Service Planning Service (CSPS)
- o Electronic Data Interchange Planning Service (EDIPS)
- o System Integration Planning Service (SIPS)
- o Information Systems Planning Service (ISPS)
- o Federal Planning Services
- o European Planning Services



INPUT has over fourteen years in the information services research and consulting business. Our reputation speaks for it self. Our client list includes the top user and vendor technology and fortune 1000 companies. In short, we are experienced. Let us provide your company with the quality planning materials and ~~functions~~ you require to grow past the melinium.

CONSULTATION



# 1988 INFORMATION SYSTEMS PROGRAM (ISP)

PROGRAM DELIVERY MODES	
• 2 Seminars • 3 Full Reports • Report Series • Client Support	
<u>Seminars</u> #1: DEC/IBM #2: Data Base Workstations	<u>Reports</u> Series #1: Workstations Series #2: DEC/IBM Developments  Report #1: DBMS Update Report #2: CASE User Exp.
Annual User Survey Report	
<u>Client Support</u>  • Hotline • Vendor Financial Watch • All-Client Conference • In-House Presentation	

## Introduction

The Information Systems Program is designed to provide senior IS management with insight, analysis, and researched views on key issues and technology developments. To meet this objective, the information provided will cover strategic topics of broad interest, selected for their relevance to the planning efforts of sponsoring firms.

This year's program will target senior level executives and place emphasis on the on-going themes of data management, distributed processing and IS's changing relationships with the user community. The program will also be expanded to provide broader access to INPUT's vendor related data. Technology focus will be placed on IBM, DEC, and major software and service vendors whose offerings are based on those primary architectures.

## Program Description

The program will consist of user oriented research focused on the following five topic areas.

### • ANNUAL USERS SURVEY

A survey focused on major technology and management issues confronting IS executives, overall spending patterns and major areas of new investment as well as user views on emerging technologies. This research will be delivered in the form of a written report to program clients.

### • DEVELOPMENTS IN DATA BASE TECHNOLOGY

Extended research into developments in the area of data base management based on this year's research. Research to be delivered in report format and as presentations at the second program seminar.

### • CASE: USER EXPERIENCE

Research and analysis covering user experience to date with the implementation of CASE. Will cover management issues, software selection processes, implementation strategies.

### • WORKSTATION STRATEGIES SERIES

Three short reports based on field and vendor research dealing with the issues surrounding user workstation strategies, including the integration of traditional and office applications at the desktop, support, and software and new technology developments.

### • DEC AND IBM - MAJOR STRATEGIES SERIES

An extension of the research conducted in 1987 focusing on SAA, user reaction to the 9370 and PS/2 product offerings of IBM, etc. Comparable issues to be taken up in-depth for DEC. Research to be delivered in seminar and presentation text format.

## Seminars

Two one-day seminars to be held in early spring and summer featuring both INPUT and outside speakers.

- SEMINAR #1 - DEC and IBM - Future Strategies and User Impacts
- SEMINAR #2 - Developments in Data Base Management and Workstation Strategies

## Client Support

ISP clients receive continuous support through:

☐ Hotline Inquiry Service

Provides quick response to client's most urgent information systems questions. Questions can be posed to INPUT analysts by telephone, facsimile and/or telex.

In many cases, your question can be answered at the time of your call. If research is required, INPUT staff will access industry and vendor files housed in our Information Centers, data bases, INPUT's senior consulting staff and/or conduct telephone interviews.

☐ Quarterly Report "Vendor Financial Watch"

A concise report on performance of public information services vendors. Most recent eight quarters of performance data is presented for processing services vendors, software products vendors, turnkey systems vendors and professional services vendors. Analysis of sector performance is also provided.

☐ "Information Services Industry 1988-1993" - Annual Client Conference

This three-day executive conference presents and examines INPUT's forecast of user expenditures for all types of information services across both industry-specific and cross-industry markets (both U.S. and Western Europe are covered). The conference will be held in September, 1988 in the mid-West or Western region of the U.S.

☐ Presentation at Client's Site

INPUT will present results of 1988 research at your site during the fourth quarter of the coming year. Travel expense for this meeting is additional and will be billed separately; expense will be shared whenever possible.

☐ Access to INPUT Information Centers

All ISP clients may come to INPUT's offices to work in our Information Centers (California and New Jersey facilities). The California facility houses more than 150 trade publications, files on more than 4,000 information services vendors, extensive information industry files and contains all INPUT studies conducted for general release. As a client you will have full access to these facilities.



## **INFORMATION SYSTEMS PROGRAM 1988 SEMINARS**

The 1988 Information Systems Program includes two full day seminars, in addition to the annual INPUT Joint Client Conference. These seminars have been added to increase the contact between INPUT staff and its information systems clients and to provide a forum for INPUT clients to meet and interact with each other.

Each of the seminars will be used to present the results of the current Information Systems Program research studies as well as results of interest to users from other INPUT plannings services. The topics for each of the seminars is as follows:

### **Seminar No. 1:**

- \* WorkStation Strategies - research study results
- \* Electronic Data Interchange - a user oriented look
- \* 1988 Information Systems Survey - preliminary results
- \* Information Systems - the vendor point of view
- \* Telecommunications - a top down look at ISDN and Voice/Data Integration

### **Seminar No 2:**

- \* 1988 Information Systems Survey - final results
- \* Data Base Management - current trends and challenges
- \* Systems Application Architecture - a vendor point of view
- \* DEC versus IBM - an update from the 1987 report

### **Availability:**

Seminar No 1: March 31, 1988 in New York City

Seminar No. 2: June 16, 1988 in San Francisco



## Service Agreement

# INPUT's Information Systems Program (ISP)

To: INPUT, 959 Route 46 East, Suite 201, Parsippany, NJ 07054

Yes! Please enter our order for INPUT's Information Systems Program at the fee of \$13,500.

### TERM OF SUBSCRIPTION

The initial term of this subscription will be for twelve (12) consecutive months beginning \_\_\_\_\_. The subscription will automatically renew for each succeeding year unless INPUT receives written notice sixty (60) days prior to the start of each renewal period. The fees for INPUT services defined in this Agreement and its attachments will be invoiced each year at INPUT fees then in effect, due and payable on or before the start of the program subscription period.

### TERMS OF PAYMENT

Payment in full is due within 30 days of invoice date. Please add California sales tax, if applicable as described on reverse.

- ( ) Enclosed is my check in the amount of \$ \_\_\_\_\_.  
( ) Bill my company on purchase order number \_\_\_\_\_ in the amount of \$ \_\_\_\_\_.

### CONDITIONS AGREEMENT

The information provided shall be used only by the employees of and within the current corporate structure of the client and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organizations without written consent of INPUT. INPUT exercises its best efforts in preparation of the information provided under this Agreement and believes the information contained therein to be accurate. However, INPUT shall have no liability for any loss or expense which may result from incompleteness or inaccuracy of the information provided. INPUT reserves the right to change or modify the content of the program in response to changing client requirements.

#### Authorized By:

\_\_\_\_\_  
Client Organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Date

#### Accepted By INPUT:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date



**INFORMATION SYSTEMS PROGRAM  
1988 RESEARCH REPORT**

**1988 INFORMATION SYSTEMS ANNUAL PLANNING REPORT**

Each year the Information Systems Program staff provides its assessment of the current trends and issues within the information systems functions of large organizations. This report looks at these trends within information systems in general and within individual industry sectors ranging from manufacturing and banking to services and the government. The primary objectives of this report are to provide:

- \* Year to year continuity of the analysis and advice provided by INPUT to its information systems clients.
- \* A yardstick to monitor both the quantitative (e.g., budgetary) and qualitative trends.
- \* A basis to set one and multi-year objectives for the information systems function.
- \* A basis to assess the progress within an information systems organizations against others within its industry and in general.

In 1988 INPUT plans to enhance the benefits from the annual planning report by increasing the breadth of its base survey, publishing the results in time to support the development of 1989 plans, and structuring the report to improve year to year continuity.

**Availability:**

Cross Industry Summary - 3rd Quarter, 1988

Industry Sector Reports - 4th quarter, 1988



**INFORMATION SYSTEMS PROGRAM  
1988 RESEARCH REPORT**

**APPLICATION DEVELOPMENT PRODUCTIVITY & CASE**

Software technology is finally catching up with the application development process. Long a work of art by systems analysts, information systems is learning that it must and can change the way it develops complex systems.

Using the power of the mainframe and the qualities of the personal computer, in particular graphics, a number of established and new software companies are building software tools designed to structure, control and speed the application development process. At the same time the same and other software developers are building application generators that can turn the computerized systems designs in to operational code with greatly reduced programmer effort. These Computer Assisted Systems Engineering (CASE) products are beginning to revolutionize the application development process.

The capabilities of CASE tools are challenging the application development professional to undergo great change in how the development job is done. This cultural change, the adaptation of new technology, and the pressure for more complex applications faster are creating an environment requiring stronger management and direction. And at the same time the end user is beginning to play an expanded role in the application development process. The user is participating to a greater degree in the large, complex applications and is often building production applications directly with limited involvement of information systems.

In this report INPUT will look at this subject from the technology, management and organizational points of view by addressing the following questions:

What are the critical issues facing the large applications development staff?

How is information systems management dealing with this development revolution and is it truly underway or yet to come.

What progress is being made in the implementation of CASE technology?

What are the strategies and views of the CASE vendors?

What is the level of application development by end users and what is the future of this phenomena?

Like data management, the application development process is on the verge of extensive change. INPUT's goal is to help prepare information systems management for this needed and inevitable change.

Availability: 4th quarter, 1988





**INFORMATION SYSTEMS PROGRAM  
1988 RESEARCH REPORT SERIES**

**WORKSTATION STRATEGIES**

The world of the general business systems workstation is changing. Users of personal computers(PC) within industry are demanding access to the organizations information network through the PC, and yesterday's single function terminal is being replaced by the personal computer. At the same time a significant proportion of the data processing in many organizations is being distributed to minicomputers and PCs; and is being managed by the end user. The comfort of users with the PC interface combined with the growing trend towards user application development has created a strong impetus for a workstation with local processing capabilities and easy to use the network access.

Technology is also pushing this trend. The new generation of PCs, using OS/2, will provide a much easier networking capability. At the same time the impacts of price/performance on the more sophisticated engineering workstations are permitting the introduction of the intelligent workstation(IWS) into the general business systems arena. The availability of more powerful and easier to use PCs and IWSs is speeding the move towards application development and data processing at all levels of the network.

To understand these trends and their impacts on the central information systems strategy of large corporations INPUT will research the technology trends, interview a diversity of information systems organizations and inspect the strategies of key workstation and computer vendors. The findings of this research will be reported to INPUT clients in a series of four reports which provide an in depth assessment of the status of workstation technology in the general business systems environment. It identifies the underlying trends of the workstation arena, addresses the planning issues and looks at the views and plans of the vendors. The four report segments are:

- \* **Segment 1 - *Overview*:** This segment presents an overview of the entire study and sets the framework for the other segments
- \* **Segment 2 - *Current Workstation Environments*:** This segment describes the workstation population's of today' large organization.
- \* **Segment 3 - *Planning for the Future*:** The third segment takes a look at the level of preparation for managing a network that includes workstations with local processing capabilities.
- \* **Segment 4 - *Vendor Views and Strategies*:** The last segment provides an assessment of the plans of major workstation vendors and the meaning of those plans for IS management.

Availability:

Segments 1 and 2 - 1st Quarter, 1988

Segments 3 and 4 - 2nd Quarter, 1988



**INFORMATION SYSTEMS PROGRAM  
1988 RESEARCH REPORT SERIES**

**DEC VERSUS IBM**

DEC's growth and penetration into traditional IBM markets over the past five years has been the subject of much discussion and analysis. Some of these analyses attribute DEC's success to the integrated nature of its VAX/VMS product line, others to IBM's "failure" in the mid-range market place. Whatever the causes, INPUT believes that the entry of DEC as a serious alternative to IBM for a variety of functional capabilities has, and will continue, to change the way Information Systems executives meet their organizations information needs.

INPUT's research projects that over the next five years information systems will be focusing on the integration of the technology and data, the productivity and responsiveness of the systems function and the application of technology for strategic business advantage. The emergence of DEC and a great variety of products to link it with IBM, coupled with IBM's emerging strategies for integration will offer solutions that might not have otherwise been available.

In 1987 INPUT analyzed the DEC versus IBM situation in a top down strategic report entitled *DEC VERSUS IBM, 1987-1992*. A key conclusion of this report is the slow but steady movement towards cohabitation of these two companies as the third party software vendors (and DEC and IBM themselves) provide the tools to manage a successfully integrated multi-vendor computing environment.

In 1988 INPUT's Information Systems Program will continue its assessment of DEC and IBM product and implementation strategies by looking in depth at two key product areas:

1. Network Integration - The ability to successfully sandwich a VAX within an IBM mainframe and an IBM workstation (that is a PS/2).
2. Local Area Networks - A look at DEC's use of Ethernet and IBM's use of Token Ring. Where are the two companies headed and what does the Information Systems user need to understand about LANS in 1988, which some are calling: "the year of the LAN".

**Availability:**

Segment 1 - 3rd Quarter, 1988

Segment 2 - 4th Quarter, 1988



## INFORMATION SYSTEMS PROGRAM 1988 RESEARCH REPORT

### DATA BASE MANAGEMENT - CURRENT TRENDS & CHALLENGES

The 1988 Information Systems Program Annual Planning identified data management as one of the six critical issues facing information systems over the next five years.

Many organizations have greatly complicated their data administration challenge. Just before completing the arduous task of moving all key applications to data base the distributed processing movement began. The often aggressive strategy to make use of the minicomputer, and to introduce a second tier of computing, turned loose the data controls and spread an organizations data over multiple platforms. This was often done without the benefit of a data base management system.

At this interval the end user and personal computer phenomena exploded upon information systems. This created a demand for further data dissemination. The end user is now building departmental applications that will begin to take on production status and multi-year lives.

Fortunately software technology may be coming to the rescue with the availability of relational data base management systems, the availability of integrated data dictionaries and now the beginnings of distributed data base management capabilities. These tools provide the opportunity to regain control of the data administration process just as integration becomes a critical issue.

INPUT will look at the progress being made in applying relational and distributed data base management systems, the organizational and operational issues of moving to another data management technology and the state of the data administration process. Key issues to be addressed include:

Can an end user develop successful relational data base applications?

Are today's data administration functions ready to deal with multiple data base technologies, platforms and applications?

What are the early relational and distributed data base applications and what is being learned?

How fast is the shift to relational data base technology really being made?

What are the implications of data base technology use at the second tier.

What is the state of the data dictionary technology and is there a solution to this long standing challenge?

Availability: 4th quarter, 1988



## Research-Based Studies from INPUT Information Systems Program

### 1988

#### *Data Base Management - Current Trends & Challenges*

An assessment of the progress being made in applying relational and distributed data base management systems; the organizational and operational issues of moving to another data base management technology; and the state of the data administration process.

#### *Application Development Productivity & CASE*

Research and analysis of the management challenges facing today's application development organization and the opportunity for change through the use of Computer Assisted Systems Engineering (CASE) technology. The state of CASE technology is reported along with the progress being made in its implementation.

#### *Workstation Strategies*

A series of four reports that provides an in-depth assessment of the status of workstation technology within the general business systems environment. Topics addressed include: the progress in integrating the personal computer into the central information network; the issues involved with having a computer as the workstation; the impacts on application design and planning; and the plans and strategies of key workstation vendors.

#### *DEC And IBM - Strategic Comparisons*

Two reports that look in further depth at issues reported in INPUT's 1987 strategic assessment on these two industry leaders. First, an assessment of the challenge of using the VAX as the second or mid tier in a computing environment that has IBM mainframes at the central level and IBM compatible personal computers at the workstation level. And second, a comparison of the two companies' LAN strategies.

#### *1988 Annual Planning Report*

INPUT's annual assessment of the driving forces (critical business trends), technological advances, and information systems issues and objectives that are impacting the plans of IS organizations. This report includes the annual survey of IS budgets and application development resource allocations. The findings are provided in individual summary and industry sector reports.

### *Telecommunications - ISDN and Voice/Data Integration*

A short management perspective on two critical telecommunications issues: Integrated Services Digital Networks (ISDN) and Voice/Data Integration. Both of these topics have been concerns of IS management for some time. INPUT's assessment puts these issues in current perspective and provides a basis for assessing and planning progress within a large organization.

### **1987**

#### *DEC Versus IBM, 1987-1992*

Forecasts the likely product scenarios by which DEC will continue its penetration of IBM markets in the five-year period, 1987-1992. DEC and IBM strategies in each of the market areas are explored and compared to a forecast of user requirements.

#### *Distributed Data Base Management*

This report provides an in-depth look at a new distributed processing data management technology. The current state of this technology, its early application, and the potential problems involved with its use are all addressed.

#### *Chargeback Systems*

Offers a comparison of the principal alternatives used by large corporations in charging user departments for their use of the corporate information processing resources and presents an approach to insure that chargeback systems are consistent with IS objectives.

#### *Guide To Electronic Data Interchange (EDI) Implementation*

This study is oriented toward users evaluating EDI options. Internal versus third-party service decisions, software and hardware requirements, personnel, and "political" issues are explored with detailed case studies presenting user organization experiences in approaching EDI solutions.

#### *I.S. Analysis and Forecast Report*

This "reference study" presented in three-ring format will include (by industry):

- Forces Driving IS Direction, Issues, Objectives
- Network Directions
- Applications Requirements
- Software Plans
- IS' Corporate Contribution
- Budget Trends and Expenditure Patterns



## INFORMATION SYSTEMS PROGRAM FOCUS

- Advising IS on Planning for the Future by
  - Assessing & Interpreting the Management Aspects of Key Technology Trends
  - Understanding & Setting Objectives on Critical Issues
  - Analysing the Application Development & Spending Trends

INPUT

NOTES:

UP87:VI-2



MEMORANDUM

DATE: April 15, 1988  
TO: Randi  
FROM: Doug  
SUBJECT: ISF - Packaging Idea  
cc: Denny, Nancy, Don

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Below is the skeleton of an idea to provide a client with a lower cost alternate to the full program. It could be used to attract new clients, or at least set a price level for the trials which last year were done at about 40% of the then annual price of \$15,000.

Program Content:

DELIVERABLE	VALUE	
Annual Report	1500	
Verticals	1500	
4 Reports	4800	
2 Seminars	1600	4 attendees at \$200
Annual Presentation	1500	
Annual Conference	800	
Hotline , ETC	1800	
TOTAL	13500	

Alternative Program Package:

Annual Report	1600	Include 1 Vertical
4 Reports	4800	
Annual Presentation	1500	
Hotline	700	
TOTAL	8000	

I would be interested in your staff's reaction.

